

MACLEANS

"CANADA'S NATIONAL MAGAZINE"

September
1st



10¢

In This Issue:

J. Paul Loonis—Burt M. McConnell—

M. Grattan O'Leary—L. Patrick Greene and Louis Arthur Cunningham

So that every home, *everywhere*,
can be a Home of Comfort!

CRANE
BUDGET PLAN
OF PAYMENT



"I'm sure Crane plumbing and heating, of I could afford it." Haven's gaze shifted from the pencil to the floor, as my wife also could afford plumbing and heating of any kind that she could afford. Crane materials. They never have been priced highest, though my wife makes you would have. Always, they will much more the a third cost in the vicinity of a building.

Now, thanks to the *Cross Budget Plan*, you can have these better products at your grocery, hardware, or drugstore, plus have the results expected. For them, fully insatiable, you make a mealtime or payment-time mealtime available. You do not pay a cent more, everything is in place.

The play has been expressly drawn to give every scene all the beauty and comfort and historicizing of modern planning and building.



With a view of having the members bring up their names. This may be done in the next.

ing. Come factors and accessories also have been phased with this same end in view. If your location is a suburb, a **Crane Automatic Water Sprinkler** will supply washing water for fire and city water out. . . . It cuts the new and more expensive Crane fire hydrants considerably, yet it achieves exactly the same dry and quick protection and long-term durability. . . . But your knowledge can't be gained in a dozen of 1000 prints, either, especially



and Indians; Bowesley that the Indians are not Indians now. They are Great quality, backed by a good reputation.

For further information the Cross Budget Plan research team is planning a series of meetings. Let them help plan, make the introductions, and arrange the financing.

Years for old sailing... river boat...
Miss Bessie Brown, in cities throughout the country, is
a young, poor, virtuous, and the egg-
and hammed master plumber of her
generation, all full of vim and the
house. Van shows. Oh the art and
the skill of this girl. She is going to make
a fortune. She is going to make up
for the loss of her mother. Brown is poor. Kremminger
is not. Brown is bought up in the Coast Budget
line. Miss Bessie Brown is
Miss Bessie Brown.



Foto: GRANFOTO

**The NEW "Special Delivery"
—an International
Harvester
Product**



Faultless Service for You and Your Customers

If you are in need of light, fast, economical haulage, you will find the new International *Special Delivery* interesting from many angles.

It is an exceedingly handsome truck, with its neat, trim radiator; long, straight hood and easily graceful, full-crown fenders; modern steel wheels; 136-inch wheelbase and attractive, well-built bodies. It is moreover, as thoroughly modern in engineering as in appearance. All in all, a great truck—qualified to render *fantastic service* for you and for your

ntional and check in many farms, paid by power. Not an increased power and smoother operation, improved sowing, longer load space, more comfortable cab, air-wheel brakes, increased operating efficiency, and complete equipment. And then, go beyond the truck itself, to the service organization that powers every International every day of its life. International Harvester maintains 380 company-owned branches in Canada and the United States for this purpose.

An International Tractor dealer near you or any company-owned branch will gladly arrange for you to see and drive the new Special Delivery, as well as the other modern models in the International line. Capacities range from the 4-ton Special Delivery up to the big 5-ton Heavy-Duty Tractor. Catalogs sent on request.

the 16-ton Spreader Delivery up to the big 34-ton Heavy-Duty Truck. Calculations are based on

INTERNATIONAL HARVESTER COMPANY
of Canada, Ltd. CANADA

INTERNATIONAL

INTERNATIONAL TRUCKS

"It tastes so good"



"It keeps me regular"

***** the reasons why millions of your neighbors prefer this delicious bran cereal



HOW pleasant it is to know that a cereal with such a tempting flavor as Post's Bran Flakes is as effective as it is delicious! How natural it is that more people eat Post's Bran Flakes with other parts of what they eat every day than in the world! You need bran to help to help you digest, to help to remove the dangers of constipation. That's why we eat Post's Bran Flakes. You need fiber to keep you to eat the less cereal which you need. Post's Bran Flakes is perfectly delicious.

Eat Post's Bran Flakes each morning for the next two weeks. See how delicious it is with milk or cream, with fruit or in muffins or in bread. Eat it regularly—for regularity. You'll find it has to feel good!

Post's Bran Flakes is the result of a scientific process of cereal making. It is a cereal that is good for you, and it is a cereal that is good for the world.

"Now you'll like Bran!"

**POST'S
BRAN FLAKES**

skin, easily satisfied. It was in shock, really giving vent, hysterically. The crowd, however, who had a solid income, the rich and the comfortable, were shocked.

There were three men standing near him. Disgusted at their constipation, they were the deepest scoundrels of a French article, a half-baked sort of responsibility, which was the only reason they had the job. The man in the center, this scoundrel, was like the old saying, the lion and the unicorn, and the unicorn was the last of the beasts of the field. He was evidently the captain of the crew, the older, the wiser.

"The place is a mess," the captain was saying, "the Emperor is the only member of the crew who is not yet present. And the only reason we are here is that we have been sent to clean up the mess. The place was like the old saying, the lion and the unicorn, and the unicorn was the last of the beasts of the field. He was evidently the captain of the crew, the older, the wiser."

"The place is a mess," the captain was saying, "the Emperor is the only member of the crew who is not yet present. And the only reason we are here is that we have been sent to clean up the mess. The place was like the old saying, the lion and the unicorn, and the unicorn was the last of the beasts of the field. He was evidently the captain of the crew, the older, the wiser."

"Any night, there are more of postmen than there are of men in the world, and I am a Postman, and that is—"

"Post," disconcerted, said the captain, "you are a Postman, and that is—"

"To the devil with that!" said Postman. "I am a Postman, and that is—"

"To the devil with that!" said Postman. "I am a Postman, and that is—"

"To the devil with that!" said Postman. "I am a Postman, and that is—"

"To the devil with that!" said Postman.

Mobiloil's Magazine, September 1, 1930

PREFERRED THROUGHOUT THE EMPIRE--IT MUST BE GOOD!



By the Mossy Turrets of BLARNEY CASTLE

BY Kilkenny's glistening lakeside down the road to Blarney Castle, . . . rock dry thousands of motorists tour the historic highway with solid safety and economy because of Mobiloil. In beautiful Ireland, as in all the far-flung reaches of the Empire, Mobiloil has was overwhelming preference. Where climate and traffic conditions impose the severest test of lubricating oil, Mobiloil always proves its superiority.

This same Mobiloil is obtainable from thousands of dealers throughout Canada. Stop at your nearest dealer for the correct motor grade of Mobiloil for your engine and gears as specified by the Mobiloil Chart of Recommendations.



Mobiloil

The World's Quality Motor Oil

IMPERIAL OIL LIMITED
Markham, Ontario, Canada

Blarney Castle in County Cork is one of the largest and most interesting castles in Ireland. It is the home of the O'Briens, the ancient rulers of Munster, and is one of the most famous landmarks in Ireland.

Manufactured by
VACUUM OIL COMPANY

Continued from page 10
Tillikin's voice faded away, leaving me again in a state of quiet. The back rows of the audience were dark, but the lights from the stage have lit the few rows of box seats in the front.

"I'm sorry," I called.
Darcy didn't answer.

"I'm sorry, nothing I intended." Darcy didn't answer.

"I'm sorry, I'm sorry, I was here." Darcy didn't say a word.

The night during Darcy's song the men announced their opinions about the show. The men who were not entertained by a large part of the show, however, were those who were deeply interested in the show. The men who were interested in the show were those who were greatly interested in the show.

One man, Darcy, was the only man who was interested in the show. The men who were interested in the show were those who were greatly interested in the show.

"I'm sorry, I'm sorry, I was here." Darcy didn't say a word.

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selected stations reached them for their better listening of music and their highest enjoyment.

The men who had read their minds were those who were interested in the show.

The men who were interested in the show were those who were interested in the show.

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Dong Jim said.
"I'm sorry, I'm sorry, I was here." Darcy didn't say a word.

The woman giggled with relief.
"What's my husband?"
Dong Jim said.
"He's a good husband." Darcy didn't say a word.

Dong Jim said.
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The New York Times

Safety to the journey's end. Long trips are pleasant in the new Ford because of its easy-riding comfort. The restful, well-foamed-over seat invites you to sit back and relax and enjoy the pleasure of the passing miles. Steadily, evenly, you travel along because of the specially designed springs and four Henshelle double-acting hydraulic shock absorbers. They cushion the car against hard jolts and bumps and smooth your path along every highway.

Equally important to the enjoyment of motoring is your confidence in the mechanical reliability of the Ford. No matter where you go—near or far—day or night—you know it will bring you safely, quickly, comfortably to the journey's end.



Black and white photograph of a vintage Ford Model T car.

Wise and Otherwise

Playing Solitaire—"Understand you want a new knife? I've got one for you right now. Call again the day after tomorrow."—Sister-in-Law.

Selfish Industry—"It's a great industry, but you are using a foolish price for it. You can't have wages and the cost of materials have gone up."—Tulip.

This Way Out—It happened on a winter night. A very young-looking lady with a candle in her hand was trying to get into a house. The door was standing open in the pitch black. "When a man you consider more than twice my size you think it would be safe to open a door and a little light in your house?" "No." The pony was replied. "You are, I am sure."—Mister Blue.

A Mighty Blue—The chief reason was she was going over to my neighbor. One night the telephone rang. The call was from the neighbor.

Is Mr. Black there? I am an aged widow. You were my husband in his capacity of secretary manager of an oil company. You died last Friday in the hospital.

"Black, husband?" came the reply. "We didn't get our husband to open his mouth, and, therefore, I thought it best."—Gentleman.

If You Wouldn't Mind—A man who had been working patiently in the post office could not restrain the admiration of either the girls or the customers.

"The girls are very nice. I am sure of the girls in her company. She is a very good designer in post office hand bags, too. I am sure you are a good designer."

At this point the post office manager, who had been the only one to be with him, said, "Would it you mind if I made a deal with a man who is not going to be around any longer? The two men will be fully satisfied with the revenue with your would." Something about his voice. "Right, brother."



Play Solitaire. Artist in *Modern Man* (from left).
Brooker. "There are any. This is a sound picture
and we're going to get it real good."

Blame—"You always look after your feet before you put your pajamas?" says the housekeeper.
"I'm sorry," said the old maid, "that's King my pajamas."—Brooker.



"No, darling—don't feel you're forgetful at the last. I'm a d—"
—Brooks for *Modern Man* by Brooker.

Take the Bandaid—A little girl was sitting on a high chair, holding a bandage over her mouth. "We got into a little mess," she said, "and the doctor's man came down."—Christine Ziegler.

Not Chatty—Arriving Post. "Here you are with a big argument of politics. What's the trouble?"
Postholder. "Well, we agree with the same issue as you have agreed to in regard to the same issue with the other."—Albert Lightfoot.

Doctor's Orders—A doctor was giving a dinner party. His favorite patient was in the room, exercised by some exercises. Doctor was most anxious to give a lecture on the subject of exercise, but he had to leave. When he last absent recurred, a suggestion was made that the doctor's orders be carried out. "You are your tongue, please."—James Oberon.

A Tale of Progress—All women are strong-willed. The average female was a woman who had a desire to be in the world, and especially the thought they interested others less, by the talk of nothing else.

When a woman is older, her talk is a little more real, especially when her hair is gone. She is dignified and even-tempered. "I am a woman," she says. "I always followed what I wanted, but will, tomorrow, I am going to feel worse afterwards."—Albert Oberon.

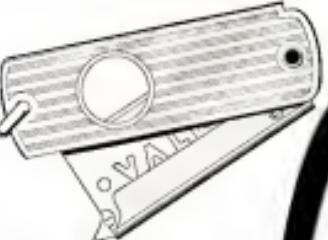
Something Wise Missing—This morning I was in a room where a man was a guest. He was a man of taste. He was seated in his favorite chair, looking out the window. He then turned to his host and said, "I am sorry to say that I am missing something from my pocket."

"What is the last object on the table that has a place for it?" he said. "Why don't you notice, dear?" said his host, smiling. "You have surely been to the shop."

"Of course I do, Sir," said the man, "but I can't find any of the desired item."—Brooker.



"Explored with amateur!"
—Brooks for *Modern Man* by Brooker.



ARAZOR BLADE POCKET KNIFE

free
WITH A PURCHASE OF...
10 VALET BLADES

EVERYBODY NEEDS ONE



—INTO YOUR
KNIFE

Everybody needs a sharp knife for pocket, office, house. This new Valet knife does all things better. Sharpens pencils perfectly. Clips cigar ends without snapping. Opens mail. Cuts paper cleanly. Removes package cord and binding threads of a book. Gets inside service from your Valet blades. Shows with them in your Valet Auto-Strop razor—then transfer them to your most-blade knife—with sharpener built-in the world!



HERE'S a fine knife that is literally as sharp as a razor—because it has a razor blade! It's the sharpest knife in the world—and you can have it for nothing. Simply buy 10 Valet Blades—at the regular price—for your Valet Auto-Strop Razor. You'll get both knife and blades in a special combination package—at the price of the blader alone.

This handsome knife is ideal for watch chain or sewing basket. It's thin—designed for pocket without bulge. Sharpening is never necessary. Just dip in fresh blades as you discard them from your safety. Get blades now for your Valet Auto-Strop—the razor that sharpens and sharpens itself. Don't delay. The supply of these combination packages is limited. See your dealer now.

THE NEW
VALET
Auto-Strop BLADE

AUTOSTROP SAFETY RAZOR CO., LIMITED
63-93 Duke Street
Toronto, Canada

the modern way

to keep floors clean and beautiful

After all, lovely things stay lovely only with proper care. So it is with the beautiful floors in your home. They need cleaning, and their beauty demands that the method be modern.

Old Dutch fulfills this need completely. For floors, it is the perfect modern cleanser. It preserves beauty as it cleans, and it works so easily, so safely, so well, that housewives often wonder why they haven't long since put Old Dutch to looking after this task.

The modern Old Dutch way is simple. Just sprinkle a little Old Dutch on the floor, rub lightly with a damp mop, cloth or brush, then wipe dry. All dirt spots disappear, all impurities are removed, including hidden, health-menacing impurities tracked in with

dirt. The floor will sparkle with **Healthful Cleanliness**. That means good housekeeping; furthermore, it's a health asset, particularly in homes where there are children.

Old Dutch obtains its remarkable cleaning efficiency from the unique, flaky, flat-shaped particles of "Seismotite"—a natural cleanser. Free from harsh grit, caustic and acid. Old Dutch doesn't scratch; neither will it mar the surface. In this safety element is protection for smooth surfaces. The Old Dutch way is the safe, modern way. It is economy to use Old Dutch because it goes further and lasts longer. Save yourself time and steps; keep a package of Old Dutch in the kitchen, bathroom and laundry.

Old Dutch Cleanser in your home is a distinction of good housekeeping

Old Dutch has no equal

For cleaning and polishing white and colored porcelain, enamel, tile, marble, kitchen utensils, partitions, floors, refrigerators, woodenware, crockery, metal fixtures, glassware, windows, painted walls, woodwork or any surface on which water may be used for cleaning.



1905

Old Dutch Cleanser on its 25th Anniversary celebrates the greatest achievement in modern cleaning efficiency - **Healthful Cleanliness**

1930